

# MISSION AND VISION STATEMENTS

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Many nonprofits have **mission statements** that describe what the organization does - its purpose (to....), not WHY it does it, including its values and its reason for being. A values-shaped mission statement is more motivating. It can be a compelling invitation for those who share your values to become active investors of time and money.

To get to the essential “why,” you have to focus on what your organization values and what human or societal need you are meeting. List three things you believe your organization values:

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*(Note: Think about your brochures, flyers, newsletters, website, etc. and whether in your current messages these values are explicit or implicit.)*

Write down your current mission statement:

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Play with it using the suggestions listed above:

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**Vision** describes two things: what the community will look like when you have achieved your mission; what the organization must become to meet the need expressed in your mission. Many organizations mistakenly just amplify their mission statement as their vision statement (Example: Mission: to care for indigent people with mental illness. Vision: to meet the needs of all indigent people in our county with mental illness.)

If you have a vision statement, write it here:

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Using the information above about what two things a vision should describe, play with your vision statement:

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You may wish to form a board committee to reconsider your mission and vision statements.